

Rob Palmer, AICP (Brief Bio)

Rob is a certified urban planner with more than 28 years of experience and is a recognized leader in multi-party, multi-jurisdictional and interdisciplinary initiatives for transportation, land use and infrastructure projects and programs.

From 2009-2011, Rob was the Chair of the Urban Land Institute's North Florida District Council that covers 34 counties from Palm Coast to Pensacola. He also served on *ULI's Advisory Services Panel* for New Orleans following Hurricane Katrina and on *ULI's Infrastructure Initiative National Expert Panel*. Rob recently served as Chair for a national ULI workshop in Washington DC on *Land Use Impacts of Transportation Revenue Mechanisms*, with an emphasis on managed lanes, tolls, and VMT assessments.

Rob was a Co-chair for the Reality Check First Coast regional visioning initiative conducted in May 2009 and has served as the Projects Director for the 10-county regional organization, Our Region Tomorrow, Inc based in Tallahassee. He was a member of the *Environmental & Economic Consensus Committee* in Leon County Florida and developed the *Blueprint 2000...and Beyond* report that served as the foundation for an \$800m sales tax extension referendum.

Rob currently serves as Task Manager and Advisor for the Regional Transportation Study Commission (RTSC) for the 7-county NE Florida Region.